

# Willys Praises U. S. Bankers For Their Aid

They Have Carried Industry Through, Overland Official Says, Pointing to a Broad-Scale Recovery Dealers' Stocks Lower

Less Than Half the Unsold Cars on Hand Now Than a Year Ago, He Asserts

John N. Willys, president of the Willys-Overland Company, has only praise for the country's bankers because of the assistance they have rendered the automotive industry in the last twelve months. These bankers have carried the industry through a trying period, and in so doing enabled the world to look to America for the best in automotive transport this year, he says.

An increase of 200,000 in the number of cars replaced by owners last year over the 1,500,000 which it was expected would be replaced, is cited by Mr. Willys as the best indication of the extent of the industrial recovery. He goes on to say:

"The courage and resourcefulness of America's bankers and business men in sustaining the motor car industry deserve the admiration of every American. When it is remembered that the automobile industry to-day provides employment for the heads of very nearly one million American families, as well as taking large shares of the production of such allied industries as the leather, cotton, textiles, etc., one may judge the part it plays in advancing America's prosperity and the standard of living of America's citizens.

"Business as Usual"  
"So well has the automobile trade met the difficulties of readjustment during 1921 that the world to-day can continue to look to America for the best in automotive transport. Moreover, because the automotive industry is the faithful barometer of all business, it can now be said with reasonable confidence that 1922 will approach 'business as usual.' This year promises to be one of normal production."

It is through a study of all classes of the motor buying public that one best obtains a basis for discussing the probable automobile sales in 1922, Mr. Willys says.

The opening of 1922 sees dealers' stocks lower than they were a year ago. There are several explanations for this, according to Mr. Willys.

"It should be recalled," he says, "that following the first price cuts in automobiles in September, 1920, manufacturers did their utmost to stabilize the market for at least the first half of 1921. As a result many of the most popular cars offered to the public in 1921 carried a price guaranty up to June 1. This was a protection to the public and to the dealer, but it resulted in a slowing of sales because the belief gained circulation that cars should not be bought until after June 1."

Most Sales After June 1

"The record for 1921 shows that the great bulk of sales came after June 1 although in any normal year the majority of sales are made in the first six months of the year. The rush of business experienced by the more popular cars in the latter part of the year was surprising to many. Willys-Overland had a big business in September and a larger business in October. October was the largest October in the history of the company. November also made a record and the company failed to fill all orders for December delivery."

"The rush of business has depleted dealers' stocks. Our figures show that we have less than half the number of unsold cars in dealers' hands that we had a year ago."

"Without going into any detailed discussion of the history of automobile sales and how conclusions may be drawn from them, I would point out that motor car owners in the past two years have not replaced worn cars with new ones at the same rate that they have in previous years. It is true that they had better automobiles and that through better service methods and better understanding of automobile mechanics owners have taken better care of their machines."

News of the Trade

J. J. Cole Goes Abroad

Word has been received by J. H. McIlroy, assistant general manager of the Cole Motor Car Company, of Indianapolis, that J. J. Cole, president of the company, and family have arrived safely in Cherbourg, France, after a pleasant voyage. Mr. Cole will make an extended visit through France and Egypt. It is understood that Mr. Cole will make a study of European motor car development, with the idea of bringing home any new ideas in motor design for the consideration of his engineering department. Mr. Cole is also interested in general economic conditions abroad, as his company is a large contributor to the export automobile market in normal times. Mr. Cole and family will return to Indianapolis in April.

Addition to Shontz Staff

W. H. Girdlestone, formerly sales manager of the Eastern district of the Spillator Electrical Company, has joined forces with the H. B. Shontz Company, New York, as sales manager in charge of battery and electrical service station equipment. Mr. Girdlestone has been with the automotive industry for nearly twenty years and brings to the new connection an experience which is proving very valuable. The Shontz company was one of the pioneers in specializing on equipment and supplies for electrical service stations, and it now distributes this class of material internationally.

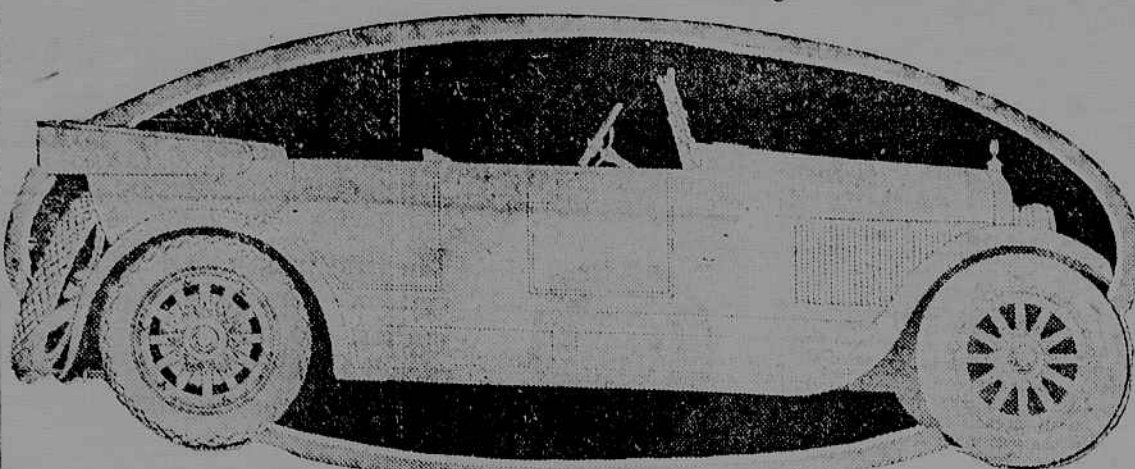
Additions to Peerless Staff

L. D. Sasser and W. C. Middleton have joined the factory sales organization of the Peerless Motor Car Company, Cleveland, says an announcement by C. R. Cunliffe, whose appointment as general sales manager was recently made public. They will assist Mr. Cunliffe in strengthening and expanding the Peerless distributing organization. To rejoin his old chiefs, Mr. Sasser resigned as assistant general manager of the Detroit branch of the Cadillac Motor Car Company. Mr. Middleton was also engaged in sales work with the Chicago Branch of the Cadillac Motor Car Company and the Philadelphia Cadillac distributor.

Many Cars Bought as Gifts

That the automobile is still a popular Christmas gift was proven by the large number of sales made of Hudson and

## Jordan Silhouette Touring



Essex cars during the holidays, says Harry S. Houpt, the Hudson and Essex distributor. He says: "Practically every sale we have made during two weeks called for delivery on or about Christmas, which indicates that they were purchased as Christmas presents. This is not so surprising as the automobile gives more joyous pleasure to the family than any other present that I know of. Take it all in all, our Christmas week sales this year are more than double that of a year ago, and indicate better business conditions."

### Cleveland Six One of the Most Striking Cars Shown

One of the most striking of the new cars at the New York Auto Show is the new Cleveland Six. The style of this car is distinguished by its graceful lines, its beautiful finish and numerous innovations. Aluminum individual steps are featured, but running boards are optional if preferred. A nickel-plated radiator with wing cap and motor, nickel-plated windshield frame and graceful, individual deep-molded fenders add touches of richness to the exterior. The barrel-shaped headlights, nickel-trimmed, with non-glare lenses, are adjustable to any angle. The side lights are miniatures of the headlights. The car is extremely low and appears to fairly hug the road, although by actual measurement full road clearance has been preserved. A smooth fitting clear vision top gives an unusually trim appearance by doing away with the usual bows. Five persons can sit in perfect ease, with ample leg room. Maximum riding ease is insured by evenly balanced weight and long, soft-acted, underslung springs which absorb road shocks. The powerful overhead valve motor has been made unusually quiet by the addition of roller lifters and double valve springs.

### Trucks Build Up Schools

Motor vehicles are building up the schools in North Carolina, says "The Fayetteville Observer." "Who ever thought," asks this paper, "that education and gasoline would hitch up together in the cause of the country school? And yet such has come to



across the street from the Automobile Show

**STEPHENS**  
Salient Six  
SPACE  
B-27  
AT THE  
AUTOMOBILE  
SHOW  
THE ALFRED J. HIGGINS AUTOMOBILE CO.  
NEW YORK DISTRIBUTOR  
Broadway at 60th St.  
at Corner at 187th St.  
830 Bedford Ave.  
New York City

**The Gray**  
at the  
Commodore  
under  
\$500

**A KNOCK-OUT!**  
From barrel lamps to steel wheels, the new Auburn Sport Model is simply the best word in a sport car. See it at Auburn's show exhibit.

**AUBURN**  
Beauty-SIX

Note how  
**MARMON**  
Closed Cars  
Space  
A-21

## Plans for "Ideal Section," Lincoln Pike, Approved

Much-Discussed Project to Afford Example of Best Kind of Highway Now Possible to Construct

CHICAGO, Jan. 7.—Leading highway experts of the United States and nationally known authorities on highway beautification and automotive design met here recently at the University Club to consider the finally developed plans for the construction and embellishment of an "ideal section" of the Lincoln Highway. These men, picked from the national leaders in their various fields of expert knowledge form the technical committee of the Lincoln Highway Association, which was appointed over a year ago by the association to consider the important problem of proper design for America's main highways and to draft, in consultation, a set of specifications representing their vision of the ultimate development of the modern main highway.

At meetings held here and in New York in December, 1920, and February, 1921, unanimous agreements were reached as to the main features of the design and the essential specifications. Since that time the Lincoln Highway Association, after a careful reconnaissance of the possibilities along the entire transcontinental route, has tentatively determined upon the construction of this model stretch of road in Lake County, Indiana, about thirty-seven miles south of Chicago. The co-operation of the State of Indiana and of Lake County has been sought and assured; detailed surveys of the proposed location between Dyer and Schererville have been made, and final plans applicable to the location and following the general specifications of the committee have been prepared.

The committee unanimously approved the detailed plans for the section, prepared by Lockwood, Greene & Co., engineers, and W. G. Thompson, consulting highway engineer for the Lincoln Highway Association. These plans call for a section approximately one and three-quarters miles in length,

which, it is believed, will be adequate to impress the lessons of the association and the committee have endeavored to embody in the design. The plans comprise 40 feet of reinforced concrete pavement, 10 inches thick, laid in the center of a 100-foot right of way, the outer 25 feet of which, on each side, will be landscaped and beautified under the direction of Jens Jensen, Chicago landscape architect.

There will be no open ditches, drainage being provided by submerged drain tile. A sidewalk is included for the safety of pedestrians, and the paved way will be illuminated by the most modern and economical system, devised by the illuminating engineers of the General Electric Company. One bridge is included in the plan, and it also will make provisions for foot passengers, as well as providing a full 40 feet of width for vehicular transportation.

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## Road Progress in 1921

An interstate highway program has been adopted.

Provision for maintaining roads has been made.

Road research by scientists has been extended.

Traffic and highway education has been enhanced.

More attention has been paid to playgrounds in an effort to keep children off the streets.

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